Gastropreneurship Katupat Kandangan as A Tourism Attraction In The South Hulu Sungai In South Kalimantan

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ABSTRACT

This study aims to find out whether the traditional Katupat Kandangan food has a gastronomic component, how is the effort to preserve traditional Katupat Kandangan food through the Nona Helix method in Hulu Sungai Selatan Regency, South Kalimantan Province, and how is the development of traditional Katupat Kandangan food as a Gastronomic Tourism Attraction in Hulu Sungai Regency South Kalimantan Province. This study uses a type of qualitative research with data collection techniques using observation, interviews, and documentation. The results show that Katupat Kandangan has the potential to be used as a gastronomic tour because the Katupat Kandangan includes all the elements of the nine gastronomic components. Preservation Efforts in the Nona Helix method states that in order to preserve Katupat Kandangan it is necessary to implement programs that support cultural progress. The development of a gastronomic tourism attraction in Kandangan, Hulu Sungai Selatan Regency, has not been given enough attention by the local government and entrepreneurs to make it a gastronomic city.

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1. INTRODUCTION

Indonesia is a multicultural country with great wealth and diversity of culture, including traditions, arts, and religious rituals that are attractive to tourists, especially foreign tourists (Rahma, 2020). Considering the estimate and differences of the nation, it is contended that Indonesia ought to be able to pull in more international tourist (Wijaya, 2019). South Kalimantan province has the potential of interesting tourist attractions for domestic and international tourists (Anggriawan, 2018). This can be seen from the increasing number of visitors every year, as shown in the following data:

![Figure 1: Tourist Visits in South Kalimantan Province in 2016-2020](source: RPMJD Prov South Kalimantan 2021-2026)

The number of tourists to South Kalimantan province increased from 718,380 in 2016 to 7,639,443 in 2020 (BPS, 2020). South Hulu Sungai Regency has the potential for culinary tourism that can strengthen the economy of farmers, breeders, and related culinary industries (Igarta, 2020). Regional specialties such as Katupat Kandangan have the potential to be developed into a gastronomic tourism attraction in South Kalimantan (Rianti et al., 2018).

UNWTO (2022) characterizes gastronomy tourism as a sort of tourism action which is characterized by the visitor’s encounter connected with nourishment and related items and exercises whereas voyaging. Besides true, conventional, and/or imaginative culinary encounters, gastronomy tourism may moreover include other related exercises such as going by the nearby makers, taking an interest in nourishment celebrations and going to cooking classes.

The intrigued in gastronomy tourism has developed in later a long time nearby its inborn advancement of territorial character, financial improvement and conventional legacy. Having distinguished its competitive edge, more and more goals around the world are looking to position themselves as goals for gastronomy tourism (UNWTO, 2019). The issue of national and international recognition, as well as the lack of government attention, can be overcome by activating gastronomy activities using the Gastropreneurship Nona Helix model (Turgarini, 2021).

2. LITERATURE REVIEW

2.1. Tourism Development

Tourism is the study of humans traveling to unusual habitats, the industry that meets the needs of tourists, and its impact on areas that have tourism destinations, social culture, economy, and physical environment. Meanwhile, according to Buhalis, tourism development consists of the 6As: Attractions, Amenities, Ancillary services, Activities, Accessibility, and Available Packages (Eddyono, 2019).
2.2. Tourism Attraction

Attractions are divided into 3 categories: a) Natural attraction, which is the attraction that grows from natural formations and environments. Types of Natural attraction include climate, scenery, flora and fauna, and other unique natural features. b) Cultural attraction, which is the attraction that originates from the environment and cultural activities of humans. Cultural attraction includes history, archaeology, religion, and traditional life. c) Special types of attraction, which are attractions that are not related to the above two categories, but attractions that come from human-made creations such as theme parks, circuses, and shopping (Inskeep, 1991).

2.3. Gastronomy

Gastronomy is a field that involves art, history, and culture in studying food. Gastronomy as a tourism resource has the potential to increase income and create jobs in rural areas (Ketaren, 2021). There are nine elements of gastronomy components, including cooking, raw materials, tasting, serving, learning, seeking unique experiences, nutritional knowledge, philosophy, history, tradition, and ethics (Turgarini, 2018).

2.4. Entrepreneurship

Entrepreneur is an individual with entrepreneurial spirit, attitude, behavior, and ability, who can mobilize and utilize resources to create wealth, prosperity, and employment through products needed by society. The development of entrepreneurship is important in development, through stages such as starting, implementing, maintaining, and developing businesses with innovation to enhance long-term economic contributions to humans, nature, and the environment (Işık, et al., 2019).

2.5. Cultural Preservation

Preservation comes from the word 'sustainable' which means not changing forever. The prefix 'pe-' and suffix '-an' are used to describe a process or effort. Preservation is the process of preserving, protecting from damage or destruction, and conserving or preserving. In the 1999 draft of the Cultural Bill, "cultural preservation" is described as the preservation of the existence of a culture, not just maintaining the known forms of culture (Soeroso, 2014).
2.6. Gastropreneurship

Gastropreneurship combines the worlds of cuisine, gastronomy, and entrepreneurship as tourism resources. Entrepreneurship is the ability to mobilize and utilize resources to create wealth and jobs. Gastropreneurship develops culinary skills, gastronomic knowledge, and entrepreneurship to lead innovative and successful culinary businesses (Turgarini, 2021).

2.7. Tourism Travel Patterns

Tourism travel patterns are the structure of travel that consists of several interconnected destination points and information about facilities, activities, and services. Factors such as the purpose of travel, type of transportation, type of accommodation, travel route, activities to be done, available budget, choice of travel agent, and start and end time of the trip can influence tourism travel patterns and serve as a guide in developing tourism travel patterns (Simasima, 2017).

2.8. Travel Packages

Tour packages are a type of travel package that is composed of various travel facilities and sold at a single price. The development stages of tour packages were created by Project & Growth in 2015.

![Figure 3. Tour Package Development](source: Author, Data processed (2022))

In the analysis stage, a study of consumer and supplier behavior is conducted, as well as factors that influence the demand for tour packages such as economic conditions, climate and weather, natural resources, culture, infrastructure, facilities, and the price of accommodations and tourist attractions. The results of the analysis are used to develop a tour package concept that is in line with trends, such as cultural and culinary tourism, and then determine a suitable tour package theme (Lumanauw, 2020).

2.9. Nona Helix

To develop culinary tourism in a region, harmonious collaboration is needed between the stakeholders referred to as "Salapan Cinyusu" or "Nona Helix". This concept focuses on the development of creative entrepreneurship or "creativepreneurship" in the local food industry. There are nine stakeholders involved in this concept (Turgarini, 2021).
2.10. Theoretical Basis

A comprehensive framework is needed to explain the relationship between variables that affect the recognition and utilization of local culinary potential, as well as to address the constraints faced in the context of the Katupat Kandangan processed food as a local identity and main attraction of gastronomy tourism in Kandangan.

The conceptual framework above identifies five research gaps and presents nine theoretical concepts that can address these issues, including tourism development, tourist attraction, gastronomic components, entrepreneurship, gastropreneurship, cultural preservation, Nona Helix, travel patterns, and tour packages. These theoretical concepts are expected to help formulate effective strategies for activating patterns and packages of gastronomy tourism in Katupat Kandangan.

3. METHODS

3.1. Types and Research Approach

The research method taken is a qualitative research method.

3.2. Research Place

This research aims to explore and analyze the potential of traditional food in Hulu Sungai Selatan Regency, South Kalimantan Province. This area was chosen because besides being the researcher's hometown, many people are still not familiar with Kandangan's traditional food, which is Katupat Kandangan. The preliminary research also indicated this. The researcher will
collect information from participants or sources to identify various potential traditional foods in Hulu Sungai Selatan Regency.

3.3. Population, Sample, and Sampling Technique

3.3.1. Population

The population in this study is Nona Helix or also known as Salapan Cinyusu (nine springs). The population is defined as a generalized area consisting of objects or a topic that has special qualities and characteristics chosen by the researcher to be studied and from which conclusions are drawn. The population is not just the total number of subjects or objects studied but the total number of characteristics that the researcher needs to gather in a specific area according to the target set by the researcher, in accordance with the definition of the population as conveyed by Sugiyono (2011).

3.3.2. Sample

The sample in this study is a representative part of the population consisting of tourists and local residents who have visited local gastronomy locations in Hulu Sungai Selatan Regency. Sampling is taken due to limitations in cost, manpower, and time, but must be able to accurately describe the required characteristics.

3.3.3. Sampling Technique

In this research, a non-probability sampling technique using accidental sampling is used to determine a sample size of approximately 100 respondents from a population that cannot be counted in detail. The researcher used the Wibisono formula with a 95% confidence level, a 5% sampling error rate, and a population standard deviation of 25% to determine the sample size, which was rounded to 100 people. The selected respondents are local and non-local tourists as well as local residents who have visited each local gastronomy location in Hulu Sungai Selatan Regency.

3.4. Data Collection Technique

Data collection is the primary step in research, as obtaining data is the main objective of the research. The techniques used in this research on the analysis and conservation efforts of traditional local foods in Kandangan, South Hulu Sungai Regency, are observation, interview, questionnaire, documentation study, literature study, and Nona Helix.

3.4.1. Interview

The researcher conducted interviews with various stakeholders related to Ketupat Kandangan, with 27 respondents selected using the snowball sampling technique, as well as 73 tourists selected using the purposive sampling technique. The aim of the interviews was to obtain the necessary data for this study.

3.4.2. Observation

The observation was conducted to understand the actual condition by directly observing the traditional food-making process by the producers. The researcher determined observation guidelines beforehand to make the observation more directed and used a camera as a tool to produce photos and videos.

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3.4.3. **Documentation**

The researcher will use documentation in the form of photos, writings, and other works to complement the data sources and strengthen the findings regarding local gastronomy in Kandangan, South Hulu Sungai Regency, and South Kalimantan.

3.4.4. **Questionnaire**

According to Gulo (2002), a questionnaire is a collection of questions or interrogative sentences with answer options prepared by the researcher. In this study, a questionnaire will be distributed via Google Form to tourists who have visited each local gastronomy location and local residents in each area of the traditional Ketupat Kandangan cuisine in Hulu Sungai Selatan Regency, South Kalimantan Province.

3.4.5. **Study of Literature**

The literature review is a research method that involves collecting information from various reference sources such as books, journals, and other relevant sources related to the research problem and objectives. The literature review is essential to provide references and information about relevant theories and research methods related to the chosen research object. Moreover, a literature review can also help researchers to study research topics related to traditional and local foods, preservation, gastronomy, and other related topics.

3.4.6. **Research Instrument**

It can be concluded that in qualitative research, the researcher is the main instrument responsible for determining the research focus, selecting participants, collecting data, analyzing data, and drawing conclusions. The researcher also uses data collection tools such as observation and interview guides to support the collection of data from informants.

3.5. **Research Preparation and Data Collection**

3.5.1. **Preparation Phase**

The preparation stage is the initial stage for researchers to prepare everything needed in the research process before it starts. Interview instruments with other tools such as voice recorders, writing tools, cameras, letters of permission from the study program, as well as informants who will be involved in the research, are things that must be prepared in advance for the research process to run smoothly and not be hampered by a lack of preparation.

3.5.2. **Implementation Stage**

After all preparation stages have been completed and gathered, the research process continues to the implementation stage. In the implementation stage, the researcher directly enters the field to conduct interviews and observations by visiting local government officials, traditional and local food producers, and other sources. In this stage, the researcher has prepared a list of questions that will be directed to the sources in an organized way so that the conversation will be conducted according to the core issues being researched.

3.5.3. **Data Processing Stage**

The data processing stage is the process of collecting, processing, and organizing data obtained by researchers from interviews, observations, and documentation. Data processing
is carried out during and after data collection from the field. The data is then sorted, grouped, and categorized according to its needs to make it easier for researchers to process the data.

3.6. Validity Test

3.6.1. Triangulation

The researcher will collect data using three techniques, namely participatory observation, interviews, and documentation. The data obtained from these three techniques will be tested for its accuracy through data source triangulation, which involves comparing the data from the three sources to obtain more valid and accurate information.

![Data Collection Techniques Chart](source: Sugiyono, (2015))

The research on the analysis and preservation efforts of local Kandangan gastronomy in Hulu Sungai Selatan Regency obtained data from interviews with informants who could provide information about the issues to be studied as well as from observations and documentation carried out in the field.

3.7. Data Analysis

Sugiyono (2011) stated that conducting an analysis should be done from the beginning of formulating and explaining the problem before going to the fieldwork, and it continues until the writing of the research results. This means that in qualitative research, data analysis techniques are conducted during and after the research process. The data analysis activities used by the researcher are the interactive model according to Miles and Huberman, namely Data Reduction, Data Display, and Conclusion Drawing and Verification.

3.7.1. Data Reduction

Data reduction is a form of analysis that directs, classifies, and organizes data to obtain a final conclusion. The researcher carries out data reduction with the aim of gaining an understanding of the data that has been collected from interviews and field notes that have been taken by summarizing and classifying them according to the aspects of the problem being investigated. Once data from various sources has been collected, the researcher groups the data according to the responses from the interviewees.

3.7.2. Data Presentation

Data presentation is done by describing the collected data in a narrative manner. The data presentation is arranged briefly, clearly, and in detail according to the aspects being studied as a whole, in order to make it easier to understand.

3.7.3. Image Verification Conclusion

The researcher will draw conclusions from the data analyzed in the previous stage. The

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conclusions are formed in a brief, concise, and clear manner, so that it is expected to be easily understood by readers with reference to the purpose of conducting the research itself.

4. RESULTS AND DISCUSSION

This chapter will discuss the research findings based on the data obtained during the study, related to several traditional foods of Katupat Kandangan and the research questions regarding whether traditional food of Katupat Kandangan has gastronomy components, how the preservation efforts of traditional food of Katupat Kandangan are carried out through the Nona Helix method, and how the development of traditional food of Katupat Kandangan can be a culinary tourism attraction in Hulu Sungai Selatan Regency, South Kalimantan Province.

4.1. South Hulu Sungai Tourism Development

The development of tourism has become the main focus of the government in Hulu Sungai Selatan Regency. There are 6 important components that need to be considered in tourism development, namely attraction, accommodation, amenities, ancillary services, activity accessibilities. These six components must be interconnected so that tourism attractions can have a high competitiveness (Chaerunissa, 2020).

4.1.1 Attraction

Tourism attraction refers to anything that can be interesting tourists to visit the tour areas. The attraction consists of the first thing times to make tourists interested in visiting an area (Chaerunissa, 2020). The district of Hulu Sungai Selatan, South Kalimantan, Indonesia, offers a variety of attractive tourist destinations, such as the natural beauty of the Meratus Mountains, rivers, and green valleys, culinary experiences with local dishes such as Dodol Kandangan and Katupat Kandangan, historical landmarks such as Benteng Madang and Baangkat Mosque, and local culture including the Mawarung tradition (Normaleni, 2017). However, some opinions suggest that the historical tourist attractions are less appealing and lack adequate management, which discourages tourists from visiting.

4.1.2 Accessibilities

The accessibility to tourist attractions in Hulu Sungai Selatan Regency is quite good and adequate, although there are still some roads that are in poor condition. There are several transportation options that can be used, such as private vehicles, public transportation such as buses or taxis, and motorcycle taxi services. Therefore, collaboration between the community and relevant parties is needed to improve the quality of accessibility, so that it is expected to increase the number of tourists visiting Hulu Sungai Selatan Regency.

4.1.3 Amenities

Hulu Sungai Selatan regency has various public facilities scattered throughout the region, such as restaurants, souvenir shops, banks, and hospitals. However, currency exchange or money changer services are not widely available in the area. Although already adequate, there is still potential for the development and improvement of several aspects of amenities in Hulu Sungai Selatan regency.

4.1.4 Accomodation

There are various accommodation options available in Hulu Sungai Selatan Regency, such as Qiana Inn, Wisma Duta, Medina Syariah Hotel, Loksado Hotel, Sandaga Syariah Inn, Alam Roh Tujuh Resort, Meratus Resort, Villa Buper, homestays, and guesthouses. Homestays are a good option for travelers looking for a more authentic and personal experience, while hotels
offer luxury and comfort. Although there are no five-star hotels, the available accommodations are sufficient to meet the needs of tourists visiting Hulu Sungai Selatan Regency.

4.1.5 Activity

Hulu Sungai Selatan regency offers various tourist attractions to be enjoyed as activities, such as natural tourism, cultural tourism, culinary tourism, and religious tourism. Some popular activities include bamboo rafting, river tubing, camping, visiting waterfalls, and trying local cuisine. The area also has unique local foods like Katupat Kandangan, Dodol Kandangan, and Lamang Kandangan. Bamboo rafting in Loksado is a popular activity for tourists, and visitors can also enjoy the beauty of local culture and nature. Overall, Hulu Sungai Selatan regency is an excellent tourist destination for domestic and international travelers with various tourist attractions to explore.

4.1.6 Ancillary Services

The support or supporting services from the local government is still not evenly distributed, but many supports come from organizations such as the local youth organization (karang taruna) and the local residents in managing the tourist attractions. Further efforts are needed to improve the quality and availability of support and supporting services throughout the area to support better tourism development.

4.2. Tourism Attraction Hulu Sungai Selatan

Tourism Attraction can be described as anything that has uniqueness, convenience, and tangible value in the form of diversity, natural richness, culture, and human-made products that are targeted or visited by tourists. Here are the tourist attractions of Hulu Sungai Selatan Regency according to the informants on several dimensions, Nona Helix (Government/Tourism Agency, Department of Culture).

4.2.1 Natural Attraction

Hulu Sungai Selatan regency is a region in South Kalimantan, Indonesia known for its natural tourist attractions, namely Tanuhi Hot Springs, Mount Meratus, Haratai Waterfall, Kilat Api Waterfall, Langara Hill, and Riam Hanai. Some popular activities in this area include bamboo rafting and river tubing. Kabupaten Hulu Sungai Selatan is also known for its diverse flora and fauna, such as the Loksado Orchid, Swamp Buffalo, and Tinjau Bird. Visitors looking for enjoyable and exciting nature experiences will find many interesting things in Hulu Sungai Selatan regency.

4.2.2 Cultural Attraction

Hulu Sungai Selatan Regency is a region in South Kalimantan that is well-known for its natural attractions, such as the Tanuhi Hot Springs, Mount Meratus, Haratai Waterfall, Kilat Api Waterfall, Langara Hill, and Riam Hanai. Bamboo rafting and river tubing are popular activities here. Additionally, the region also boasts a diverse range of flora and fauna, such as the Loksado Orchid, Swamp Buffalo, and Tinjau Bird. Visitors seeking a fun outdoor experience will surely find plenty of interesting things to do in Hulu Sungai Selatan Regency.

4.2.3 Special Type of Attraction

Kabupaten Hulu Sungai Selatan offers various types of attractions for tourists seeking entertainment. One special type of attraction is Bambo Rafting, which is available in the area. In addition, there are also other tourist attractions such as Water Boom, Taman Palidangan, and Taman Darmsyah Zauhidie. Although more focused on cultural and natural attractions,
the traditional market in the area can also be an interesting place to visit for tourists interested in shopping for local products (Rianti et al., 2018).

4.2.4 Filosofi, Sejarah, Tradisi dan Sosial Katupat Kandangan

Ketupat is a traditional Indonesian food that holds significant meaning in the Eid al-Fitr tradition, reflecting on human flaws, cleanliness and purity of heart, perfection, and the sanctity of human beings after gaining enlightenment during the month of Ramadan. Sunan Kalijaga introduced Ketupat as a means to spread the Islamic religion and a form of the cultural approach to dawah. Ketupat also has a deep meaning besides being a complementary food. The origin of Ketupat is believed to come from the tradition of worshiping Dewi Sri, the goddess of agriculture and fertility. Despite changes and secularization, Ketupat remains an important part of Indonesian culture and a symbol of gratitude.

4.2.5 Processing Method

The traditional food Katupat Kandangan can be summarized as having the following stages of making: preparation of ingredients such as rice, young coconut leaves, haruan fish, and spices, preparation of seasoning for coconut milk soup and smoked haruan fish, smoking the haruan fish, making the katupat container and boiling it for two hours, cooking the coconut milk soup with spices and smoked haruan fish, and splitting the katupat and adding coconut milk soup and haruan fish when served. The necessary equipment includes pots, stoves, grilling tools, strainers, bowls, vegetable spoons, scissors, and knives.

4.3. Cultural Preservation with Nona Helix

a. Protection (registering for copyright, intellectual property rights, intangible cultural heritage).

b. Development (increasing the availability of ingredients, training and development of human resources, workshops, forming communities, providing certification for entrepreneurs and halal certification for Kandangan rice cake).

c. Utilization (being used as a city landmark to become an icon, culinary festivals, being served as the main menu for regional guests and district anniversary celebrations).
4.4. Tourism Travel Pattern Design

The Single Loupe pattern is a tour package that consists of several tourist destinations around Kandangan. Tourists will start their journey from the People's Museum and continue to the Banjar House. Then, tourists will go to Loksado for water activities with Bamboo Rafting and return to Kandangan to enjoy the Katupat Kandangan lunch and culinary tourism. Next, tourists will go to the Sua’ada Mosque for religious tourism and enjoy the Lamang Kandangan and Dodol Kandangan snacks at the Balai Laki Banjar Traditional House.

This tour pattern starts with a visit to the People's Museum on Jalan Jendral Sudirman, then heads to the Bubungan Tinggi Banjar House and Balai Laki on Jalan Jendral Sudirman to learn about the differences in the traditional house's form. After that, tourists go to Loksado to enjoy the Haratai Waterfall and Balanting Paring ride. Then, tourists take the Katupat Kandangan culinary tour in the culinary center area on Jalan Jendral Sudirman, visit the Ba'angkat mosque, and enjoy Lamang Kandangan on Jalan Soeprapto. Finally, tourists visit the Dodol Kandangan souvenir center on Jalan Johan Syah, Kapuh. This pattern does not return to the meeting point.

In this itinerary, tourists will start and end at the Ba'angkat Mosque without passing.
through any destinations they have previously visited. First, tourists will visit the Dodol Kandangan culinary tourism to see how dodol is made and to buy souvenirs. Then, tourists will visit the Katupat Kandangan culinary tourism with a gastronomic concept, followed by the People’s Museum to learn about the history of South Hulu Sungai Regency. Next, tourists will take a tour of the Banjar traditional house to understand the culture in terms of architecture and Banjar house motifs. Afterward, tourists will enjoy the Lamang Kandangan dish and engage in activities in the Loksado National Tourism Strategic Area such as Balanting Paring and Haratai Waterfall before returning to the meeting point at Ba’angkat Mosque.

4.5. Tour Travel Package Design

![Figures 11. Tour Travel Package Design](Image)

Source: Author, Data processed in 2022

This tour package offers an unforgettable experience for travelers to enjoy various attractions in South Hulu Sungai Regency. The package includes attractive facilities and prices, as well as several tourist destinations that can be visited.

5. CONCLUSION

Based on the research conducted under the title "Gastropreneurship of Katupat Kandangan as a Tourism Attraction in South Hulu Sungai, South Kalimantan," it can be concluded that Katupat, a traditional food commonly found in Indonesia, Malaysia, Brunei, and Singapore, has a history and cultural significance. It is believed that Katupat originated during the spread of Islam in Java, and was used as a means to spread the religion to the local population. Sunan Kaliija, a prominent Muslim scholar and leader, introduced Katupat to the Javanese people as a familiar cultural symbol that could be used for the propagation of Islam. Over time, Katupat became an iconic symbol of Islamic celebrations, especially during Eid al-Fitr.

Various regional variations of Katupat, such as Katupat Kandangan in South Kalimantan, are made with fish and coconut milk. Additionally, this article also touches on the cultural significance of Dewi Sri, the goddess of agriculture and fertility, and how reverence for her developed into the use of Katupat as a symbol of gratitude to God. Overall, highlighting the important role played by Katupat in the spread of Islam and in the cultural heritage of Southeast Asia.

The tradition associated with Katupat Kandangan is consumed to commemorate Eid al-Fitr and is always present at major events such as thanksgiving, weddings, and other celebrations. The process of making Katupat Kandangan is not difficult, there are only a few steps that need to be taken into account to produce quality traditional food. The ingredients used are easily found in the market.

6. REFERENCES


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